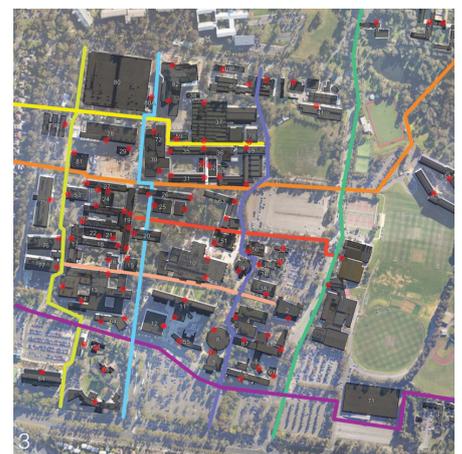
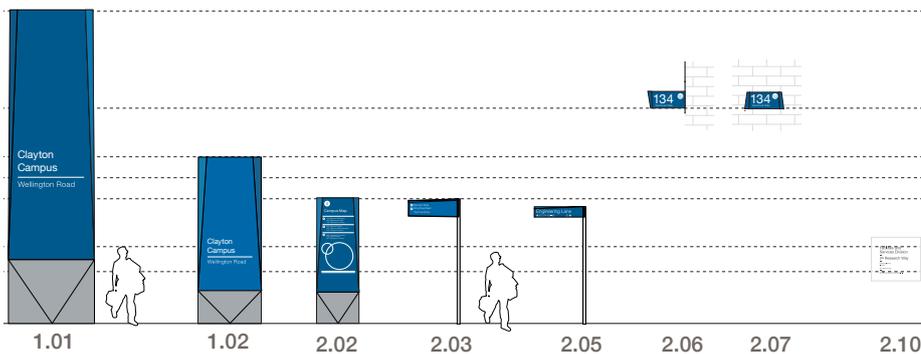
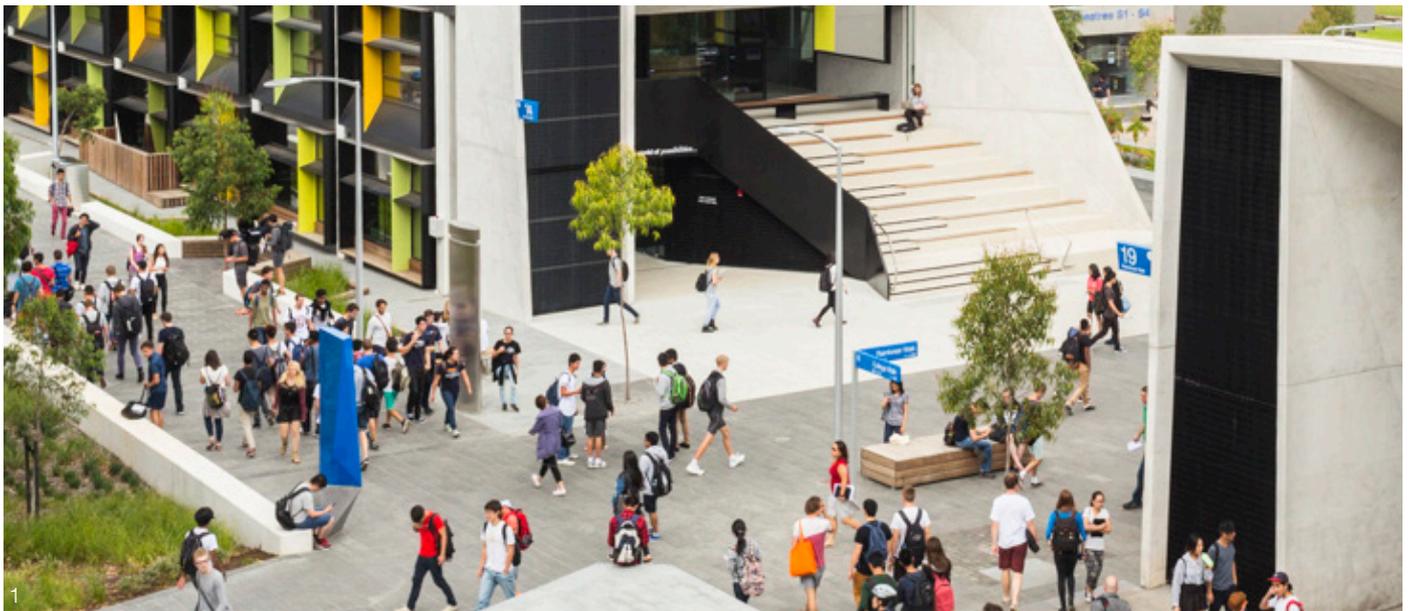


CLAYTON READDRESSING & WAYFINDING

Project delivery: 2014 | External Partners: BuroNorth, Tim Rob Don Dow, Adhrettes in collaboration with Monash University



Since the establishment of Monash University's first campus at Clayton in 1961, the University has undergone unprecedented growth and change. The Monash Masterplan was adopted in 2011 to define a vision and framework for the curated development of the campus. A key deliverable of the Masterplan was the establishment of a network of primary pedestrian and cyclist walks, enabling ease of movement and intuitive navigation across the campus. The Clayton Readdressing and Wayfinding Strategy delivers on that vision.

Ad hoc developments over the campus's history had led to a disjointed campus with a confusing building asset numbering system amidst unclear pathways, making the campus difficult and uninviting to navigate. The readdressing strategy took on a campus-wide 'wayfinding' approach and assigned over 100 buildings with their own geographically referenced street number and name based on a planned Primary Walk Network.

The project required the development of an Allotment Plan for the campus to ensure walk alignments and numbering would meet both current and future needs. A high quality and adaptable signage palette was also developed to ensure a clear hierarchy of messages from the campus perimeter to each building entrance. The Primary Walk Network is continuing to be delivered as new projects are completed on the campus.

Location

Clayton Campus



Awards

2015 Australian Graphic Design Association Awards, Spatial Design Award Finalist

2014 Melbourne Design Award, Gold Award, Wayfinding

Images

- 1 Directional Signage, at Clayton campus. Image courtesy of Monash University.
- 2 Wayfinding signage family. Illustration by BuroNorth
- 3 Map of identified buildings and building entrances.



It's part of our Monash Masterplan | monash.edu/masterplan